

To: Davis, Jay[Davis.Jay@epa.gov]
From: Orquina, Jessica
Sent: Fri 8/14/2015 7:43:04 PM
Subject: RE: KGM Twitter monitoring - pm update

Emergency responses get crazy. ☺

Jessica Ann Orquina

EPA Social Media Lead

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From: Davis, Jay
Sent: Friday, August 14, 2015 3:42 PM
To: Orquina, Jessica
Subject: RE: KGM Twitter monitoring - pm update

Whoops. Thanks!

From: Orquina, Jessica
Sent: Friday, August 14, 2015 3:27 PM
To: Davis, Jay
Subject: RE: KGM Twitter monitoring - pm update

It's GKM, not KGM for next time. ☺

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From: Davis, Jay

Sent: Friday, August 14, 2015 3:26 PM

To: Reynolds, Thomas; Purchia, Liz; Lee, Monica; StClair, Christie; Harrison, Melissa; Colaizzi, Jennifer C.; Orquina, Jessica; Hart, Daniel; Smith, Roxanne

Cc: Cox, Taylor

Subject: KGM Twitter monitoring - pm update

Hi,

Here's this afternoon's report. Volume has slowed pretty significantly.

Hashtag Analytics Since 10am:

Note that a lot of tweets on the subject don't contain specific hashtags.

#animasriverspill

Estimated 509 total tweets

Between 192,000 – 384,000 accounts reached and 235,000 – 470,000 impressions

#animasriver

Estimated 383 total tweets

Between 240,000 – 479,000 accounts reached and 277,000 – 554,000 impressions

#goldkingmine

Estimated 185 total tweets

Between 12,000 – 38,000 accounts reached and 24,000 – 48,000 impressions

#EPAspill

Estimated 363 total tweets

Between 71,000 – 143,000 accounts reached and 82,000 – 164,000 impressions

Summary of Sentiment and Major Messages:

The mood on Twitter has improved a little from yesterday. It's not as harsh, but it is still pretty negative. The amount of tweets has also greatly slowed down. The same complaints are still there: this happened on purpose, that we won't be held accountable or get fined like others would, and that we aren't being truthful about the improved quality of the water. Notable tweets are from **Rep. Ross**, and **Sen. Heinrich**.

Sample Tweets:

Dennis Ross @RepDennisRoss

Another Obama Admn cover up @jasoninthehouse #EPA serves no purpose & must answer for #EPAspill <http://www.cnn.com/2015/08/10/us/colorado-epa-mine-river-spill/index.html>

Martin Heinrich @MartinHeinrich

I will be introducing legislation to reform hardrock mining & fund cleanup of abandoned mines like #GoldKingMine <http://www.abqjournal.com/627847/politics/heinrich-to-introduce-mining-law-reform-legislation-in-wake-of-animas-spill.html>

Matthew Koehler @KoehlerMatthew

1872 #mining law is real culprit of #AnimasRiverSpill:
<http://www.cnn.com/2015/08/12/opinions/pagel-animas-river-pollution/> But industry opposes reform. #publiclands #MTPol #wildlife

fleecorn @LeeCornelison1

Anyway, glad it's a liberal river...a conservative river could never "heal itself"
#AnimasRiverSpill

AZ Water Association @AZWater_org

@EPA thanks for the updates on the #AnimasRiverSpill we'll update our social media with the news

Public Lands @OurPublicLands

New map shows 1,645 miles of streams impacted by mining in #CO. Wildlife and humans impacted too. <http://bit.ly/1HLELnE> #AnimasRiver

Gboru Markson @GboruM

EPA urges return to normalcy days after toxic Animas river spill: Nine days after 3m gallons...
<http://goo.gl/fb/XtwdfF> <http://bit.ly/deltalinkscom>

Martin Heinrich @MartinHeinrich

Delivering water to Aztec residents impacted by the #GoldKingMine spill with @sjcfd Chief Craig Daugherty.

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